

## **President's Report 2021 Mitchell Visoky, Barbara Hamill, Co-Presidents**

The 2020-21 year has been a very difficult one for MAG. The Covid-19 Pandemic and our fiscal difficulties have made a big impact on our organization. With the closing of the gallery for 3 months (March, April, and May), low attendance and sales, and declining membership we were not able to meet our expenses. We had to meet our fiscal responsibilities and close the gallery. We had many roadblocks in the process. We had to clean out the gallery and put furniture and supplies into storage. Many thanks to all the volunteers and board members who assisted in the process. We were guided in the closing by Probono Lawyers to deal with the lease.

With the expert guidance of our gallery director, Tatyana Polyak, we were able to begin our transition to a virtual platform. All our exhibits were held virtually on our website. Meetings and programs are held on Zoom.

### **Social Media**

Diana Calautti created a YouTube channel for MAG and has taken over the Instagram Page. We continue to promote MAG on our Facebook Page and Group. We post information on the Love Larchmont Facebook site and the Mamaroneck Arts Council Facebook site, as well as ARTNY Facebook page.

### **Shows**

The calendar of shows, Solo/Spotlight and group shows, had to be rescheduled. The Board feels that we have continued to keep members involved and active in showing their work and offering programs that are beneficial to their practice.

#### Group shows (On-line)

Artist's Choice, Between Black and White, Currents, Annual Member Awards Show, Gift of Art, Creative Spirit, New Beginnings, Seeing Red, Visions-Creative Possibilities, Gift of Art, Plein Air, Young Artist on the Rise, Annual Small Works Show

#### Pop Up Shows (In-Person)

MAG provided members with pop up shows at the following locations:  
One River School of Art & Design, Bronxville Woman's Club, and Rye Art Center.

### **Programs (On-line)**

- Christine Ivers, Optimizing Digital Images of Your Work
- Camilla Cook, How to Market Your Art and Yourself
- Patricia Miranda, Preparing your Portfolio for Presentation
- Alison Nicholls, Portrait Party
- Jill Parry, Critique Groups (on-going)
- Van Stokes- How to Develop a Professional Website (September 2021)

As we head into the spring season, the board has started to look for new gallery space. Membership is presently @120. We added about 6 new members and hope to spearhead a membership jurying drive in our new location.

MAG initiated a membership survey and dues questionnaire.

### **Memberships/Publicity**

MAG is a member of the Larchmont Chamber of Commerce and ArtsWestchester. We have received an annual Exhibition Grant from ArtsWestchester and advertise programs and events on their Artists Opportunity site and their e-News publication. We send out publicity to many print publications and electronic media outlets.

### **Future Plans**

- Once we are situated in a new space, we will hold in-person receptions (Socially distancing with masks as they are needed).
- Our volunteers will be asked to step up and assist with their 10 hours of volunteer time a year, or choose to opt out, with a \$35 fee.
- We will continue to hold programs and events virtually and in the gallery when we are able.
- We will continue to seek opportunities and expand our physical presence to have Pop Up shows and workshops outside the gallery.
- We will seek opportunities for grants, and fiscal support.

MAG members are very dedicated and vibrant participants in our arts community. We appreciate having such devoted artists among us.

## **JUMP START YOUR ART 2018-2021**

**Barbara Hamill**

### **Program Objectives**

- A professional development program for emerging and established artists that provides information on the local art market place, including tips, tools and marketing advice, enabling them to maximize their ability to exhibit and sell their art.

### **Selected Past Topics**

- The Artists' Journey
- Developing an Effective Artists' Tool Box
- Photographing Your Art
- The Exhibitor's Perspective
- How to Prepare Your Artwork Images for Submission
- Marketing Your Art
- How to prepare Your Art Portfolio for Exhibition

### **Planned 2012 Topics:**

- Art Critique Groups (In Process)
- Website Development – August/September
- Photoshop Capabilities Sept./Oct. (Tentative)

# **MAG Annual Meeting June 10, 2021**

## **Gallery Update – Tatyana Polyak, Gallery Director**

### 1. MAG Membership

MAG Board of Directors voted to extend the membership dues through September 2021 at which time new space will be rented and the dues amount will be reassessed accordingly. MAG members were asked to pay a deposit of \$50 which will be counted towards full dues.

As of June 2021, 100 members paid the deposit and 20 more verbally agreed to pay.

We expect that total membership will be about 120.

Membership numbers as of June 2021:

- On leave in 2021 – 3 (Roohi, Diane Falcone, Donna Lehman-Scarpa)
- Resigned (moved, etc.) – 3 (Luis Perez, Joel Trieger, Vera Kirilenko)
  
- New members - 11:
  - Tricia Leicht, watermedia
  - Linda Greenhouse, photography
  - David Greene, photography
  - Susan Saas, acrylic
  - Julia Eisen-Lester, oil
  - Leslie Hardie, acrylic, jewelry
  - Madeleine Cohen, acrylic
  - Diana Calautti, drawing
  - Mittul Mishra, acrylic
  - Christine Vogensen, fiber
  - Bryan Michael Greene, acrylic

### 2. MAG shows in 2021:

All shows can be viewed on MAG website

- 2 online shows for members/non-members in Feb and June,
- 1 open juried online show Small Works in April,
- 2 online member group shows in Jan and Mar,
- 3 pop-up shows in Mar-June,
- 1 Crafts Boutique in Apr-May

### 3. Pop-up shows

In the Spring 2021, MAG had 3 Pop-up shows

- OneRiver Art School in Larchmont  
Dates: Mar 18 – May 31, 2021.  
The show was part of The Art on the Avenues event organized by Larchmont Chamber of Commerce. 15 artists participated; 25 pieces; in-person reception.
- Spring Approaches show at BWC  
Dates: May 1-28, 2021.  
22 artists; 55 pieces; in-person reception; online & onsite
- Forces of Nature at RAC  
Dates: May 15 – June 18 2021.  
26 artists; 30 pieces; in-person Talk&Walk event; online & onsite

### 4. Professional Development Programs

Online 2020-2021 4 part workshop series

<https://mamaroneckartistsguild.org/professional-development-workshops-2020/>

Part 1: Optimizing Digital Images with Photoshop Elements by Christine Ivers  
Date: October 15, 2020 at 6pm

Part 2: Marketing Your Art with Camilla Cook  
Date: Sunday, November 15, 2020 at 2pm.

Part 3: Art Critique Sessions with Jill Parry – 4 rounds in Jan-Feb, Feb-Mar, Mar-Apr, May-June

Part 4: Preparing Your Portfolio for Exhibition with Patricia Miranda  
Date: March 21, 2021 at 2pm

### 5. MAG website and social media channel

- All our shows are exhibited online on our website  
<https://mamaroneckartistsguild.org/>
- All shows and other events are promoted via email campaigns and on MAG social media channels FB and IG.
- All MAG shows and event are promoted on ArtsWestchester calendar and website and are distributed to publicity and business partners.

## 6. Support MAG Engagement & Promotion strategy

- Mark MAG emails as destined to go to your inbox folder so that it will not end up in the trash or spam. That way you will not miss the announcements.
- Remember to share emails about our new shows, workshops, events with you colleagues and friends.
- Join MAG FB page and follow MAG on IG
- Let us know about your participation in other shows so that we share your achievements with MAG community
- If you are not listed on MAG website under Our Artists, let me know and I will work with you to add your information.